(c) and (d) The programme broadcast on FM radio have to be in conformity with the Programme and Advertisement codes as followed by All India Radio, as amended from time to time, or any other code, which may come into force. For any violation of the aforesaid codes, the permission holders is liable to penal action.

Programmes in Kashmir Channel

2814. SHRI PRAMOD MAHAJAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state the guidelines followed for empanelling the producers for programmes in Kashmir Channel?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): The guidelines and eligibility criteria for empanelment of producers for programmes in Kashmir Channel, as furnished by Prasar Bharati, are given in the statement.

Statement

The guidlines and eligibility criteria for programmes in Kashmir Channel

Prasar Bharati

Doordarshan

Doordarshan Bhawan

Copernicus Marg, New Delhi 110001

Applications are invited from eligible companies and firms (Proprietary or partnership) for inclusion of names in the panel of producers for production of television programmes for DD-Kashmir Channel of Doordarshan.

NATURE OF PROGRAMMES TO BE PRODUCED

2. DD Kashmir requires programmes in fiction, non-fiction and interactive category. Fiction programmes would be daily soaps, bi-weekly and weekly serials. Interactive programmes would be in the nature of quiz programmes, talent hunt shows, talk shows, etc. Non-fiction programmes would focus on subjects like developmental issues, travel and tourism, sports, youth related issues, women's programmes, art and culture, folk traditions, national integration, etc.

ELIGIBILITY CRITERIA

3. The criteria for empanelment is as follows:

Programme Category A: Programmes of 104 episodes or more

(i) Should have produced and telecast at least three programmes of 104 episodes or should have produced/directed at least three full length feature films. However, producers from J&K having produced and telecast at least one programme of 104 episodes or at least two programmes of 52 episodes or several programmes aggregating to 104 episodes or having produced/directed at least one full length feature film would be eligible.

(ii) Should have net worth of Rs. 50 lakhs or more.

Programme Category B: Programmes of 52 to 103 episodes

(i) Should have produced and telecast at least three programmes of 52 episodes or more or should have produced/directed at least two full length feature films. However, producers from J&K having produced and telecast at least one programme of 52 episodes or at least two programmes of 26 episodes of several programmes aggregating to 52 episodes or having produced/directed at least one full length feature film would be eligible.

(ii) Should have net worth of Rs. 25 lakhs or more.

Programme Category C: Programmes of 26 to 51 episodes

(i) Should have produced and telecast at least three programmes of 26 episodes. However, producers from J&K having produced and telecast at least one programme of 26 episodes or at least two programmes of 13 episodes or several program.

(ii) mes aggregating to 26 episodes would be eligible.

(iii) Should have net worth of Rs. 10 lakhs or more.

Programme Category D: Programmes of 13 to 25 episodes

(i) Should have produced and telecast at least three programmes of 13 episodes. However, producers from J&K having produced and telecast at least one programme of 13 episodes or at least three programmes of 5 episodes would be eligible.

(ii) Should have net worth of Rs. 5 lakhs or more.

Programme Category E: Programme of less than 13 episodes

(i) Should have produced and telecast at least three programmes of 5 episodes. However, producers from J&K having produced and telecast at least one programme of 5 episodes would be eligible. Company/firm of a person having mass communication qualification in Film/TV discipline from a recognized institution would also be eligible.

(ii) Should have net worth of Rs. 2 lakhs or more.

Languages

4. Separate Sub-panels will be made for the following languages:

(i) Urdu

(ii) Kashmiri

(iii) Dogri

(iv) Punjabi

(v) Other languages like Gojri, Pahari, Sheena, Balti, Ladakhi, Badherwahi & Pushto.'

Application

5. Application should be submitted in the format at Annex-I. Following information/documents/materials must be furnished in the application:

(i) Details of programmes produced, the channel(s) in which the programmes were telecast, dates and time of telecast and the TRP ratings (Female 15+ABC) of the programme.

(ii) In support of the net worth, the latest audited balance sheet should be submitted.

(iii) Composition of the of the Creative Team should be submitted along with the Biodata of at least the Director, the Cinematographer, the Screenplay Writer and the Music Director.

Awards won by the members of the creative team as well as the producer may be stated and documentary proof of the same may be submitted.

(iv) Person signing the application (authorized signatory) must submit attested copy of ration card or PAN Card or Voter's ID Card or Passport as proof of residence.

(v) A show reel of the programmes produced by the applicant on the basis of which empanelment has been sought should accompany the application.

(vi) If the applicant is a company, a copy of the certificate of incorporation along with a copy of the Memorandum and Articles of Association should be submitted with the application. In case of a partnership firm, a copy of the partnership deed and the certificate of registration, if any, should be submitted.

(vii) In order to avail of the relaxed eligibility criteria for applicants from J&K, an applicant must submit documentary evidence to show that the principal shareholding of the company/firm is in the hands of persons domiciled in J&K. An attested copy of the State Subject Certificate should invariably be furnished in support of the domiciled status. In case of partnership firm, State Subject Certificate should be given for each partner.

(viii) An affidavit to the effect that information submitted in respect of programmes produced and telecast, financial status and other relevant aspects are correct and that the applicant shall have no objection to termination of empanelment and programme assignment, if any, if the information furnished is found to be incorrect should be submitted along with the application.

6. An applicant can apply in a maximum of 3 categories and a maximum of 3 language categories in each programme category. Separate application must be filed for each programme category and each application must be accompanied with the appropriate processing fee. There will be no additional fee for the number of languages applied for.

EMPANELMENT

7. All decisions with regard to empanelment shall be taken with the

approval of Director General, Doordarshan. Any one found guilty of furnishing false information shall be disqualified from empanelment for a period of two years.

8. Disputes, if any, shall be referred to CEO, Prasar Bharati whose decision in the matter shall be final. All legal proceedings relating to empaneiment/programme assignment shall be subject to jurisdiction of Delhi courts.

PROCESSING FEE

9. Processing fee of Rs. 10,000/-must accompany each application for programme category A or B, Rs. 5,000/- for each application for Programme category C or D and Rs, 2,500/- for each application for Programme category E. Processing fee, which is non-refundable, should be remitted through a bank draft drawn in favour of PBBCI-Doordarshan Commercial Service and made payable in Delhi.

OPERATION OF THE PANELS

10. Panels will be valid for a period of two years. Panel for each programme category will be further divided into sub-panels on the basis of language category. A tentative requirement of programme category-wise, language-wise programmes to be commissioned is given in Annex-ll. Doordarshan reserves the right to add or delete programmes from this tentative requirement, depending upon the availability of resources, progress of commissioning and needs of the channel.

11. Five names shall be randomly selected in a transparent manner for each programme and each of the selected producers will be asked to submit their presentation on the proposed theme within the prescribed period. The final selection will be done on the basis of the following criteria:

(i) Average TRP ratings of the three programmes in the relevant programme category

(ii) Professional qualifications, experience and awards won by the producer and the creative team comprising director, cinematographer, screenplay writer and music director identified for the proposed programme.

(iii) Past record of punctuality in completion of programmes produced

for Doordarshan, if any, and commitment to completion of the proposed programme as per agreed schedule.

(iv) Pending disputes/litigation with Doordarshan, if any.

(v) Story line, thematic treatment and visual impact of the presentation.

(vi) Professional qualification, experience of and awards won by the key actors/actresses proposed to be used in the programme.

12. A producer shall be considered for only one programme at a time. If a preliminarily selected producer does not wish to be considered for a particular programme, he must inform within one week of receipt of information of his preliminary selection. On going so, his name will be placed back in the panel for consideration for other programmes and another will be randomly selected.

13. Preliminarily selected producers will not be returned to the panel till all the names in the panel have been exhausted for preliminary selection.

14. A finally selected, producer shall not be eligible for consideration for preliminary selection in any panel till the satisfactory completion of his assignment.

15. Doordarshan reserves the right to assign a programme to an outside/eminent producer if a suitable producer cannot be found in a category.

LAST DATE

16. The last date for submission of applications is 22nd July 2005. No application will be entertained after this date. However, the panels will be updated and revised every six months to give a chance to upgrade categories or for new applicants to get empanelled.

SUBMISSION OF APPLICATIONS

17. Applications may be submitted at the reception counter of Doordarshan at Doordarshan Bhawan, Copernicus Marg, New Delhi between 10 AM and 5 PM upto 22nd July 2005 or applications may be sent by post to Channel manager, DD-Kashmir, Doordarshan Bhawan, Copernicus Marg, New Delhi-110001. Applications may also be submitted

at the reception counter of Doordarshan Kendra, Srinagar, J&K between 10 AM and 5 PM up to 22nd July 2005.

Prasar Bharati
Doordarshan
Doordarshan Bhawan
Copernicus Marg, New Delhi-110001

. *Application for Empanelment as Producer for DD Kashmir Channel*

Name of Company/ Firm

Address

E-mail

Telephone

Name of authorised signatory (Please attach authority letter)

Programme category applied for (Please tick one)	1. Programme category A	4. Programme category D
	2. Programme category B	5. Programme category E
	3. Programme category C	

Language (Please tick not more than three language categories)	1. Urdu	(b) Pahari
	2. Kashmiri	(c) Balti
	3. Dogri	(d) Sheena .
	4. Punjabi	(e) Ladakhi
	5. Others	(f) Badherwahi
	(a)Gojri	(g) Pushto

Experience of Programme Production

Give details of Programmes produced on an attached sheet in the following format:

1. Title of programme
2. Channel on which telecast (Enclose documentary evidence of telecast e.g. certificate from channel/TAM report)
3. Total number of episodes
4. Dates of telecast (e.g. Dec. 2002 to Feb 2004)
5. TRP Chart (TRP ratings (Female 15+ABC) for each episode should be given)

Give details of films produced on an attached sheet in the following format:

1. Title of the Film
2. Year of production (Attach attested copy of CBFC certificate)

Financial Status

Net Worth:

(Enclose copy of the latest audited balance sheet)

Details of Income Tax Return submitted

Copy of Income Tax Return submitted for the following years are enclosed:

1 ..... 2..... 3.....

Creative Team

(List the team members and attach their biodata) 1 .....
2.....
3 .....
4 ....
5 ..... : .....

Awards won

Processing Fee Deposit

(Attach Bank draft drawn in favour of PBBCI-Doordarshan Commercial Service and payable at Delhi)	**Bank draft no.....Dated..... for Rs ..... payable at (state name of Bank)..... .... Branch ....**

I agree that dispute, if any, will be subject to the jurisdiction of Delhi courts.

Date:..... Signature:.....

List of enclosures:

1.....

2.....

3.....

4.....

5.....

6.....

7.....

8.....

9.....

10.....

Tentative Annual Requirement of Programmes for DD-Kashmir for September 2005-Aug 2006

Programme Category			Urdu	Kashmiri	Kash/ Urdu	Punjabi	Dogri	Other	Total
A	1	Soaps	1	1	-	-	-	-	2
	2	Bi-Weekly Serials (F)	1	1	-	-	-	-	2
	3	Daily Serial (NF)	-	-	1	-	-	-	1
		Total	2	2	1	-	-	-	5
B	1	Weekly Serials (F)	8	3	-	-	-	-	11
	2	Interactive Progs	2	-	2	-	-	. -	4
	3	Weekly Serials (NF)	2	"	_	-	_	_	2
	4	Current Affairs	3	-	-	-	-	-	3
		Total	15	3	2	-	-	-	20
C	1	Interactive Progs	2	.	8	.	.	.	CM CO
	2	Daily Serial (NF)							
	3	Weekly Serials (NF)	4	2	2	2	2	10	22
		Total	6	2	10	2	2	10	32
D	1	Short Serials (F)	4	10	4	-	-	-	18
	2	Short Serials (NF)	51	8	15	-	-	-	74
	3	Film Based Progs	-	-	-	-	-	28	28
		Total	55	18	19	-	-	28	120
E	1	Short Serials (F)	45	90	-	-	-	-	135
	2	Current Affairs	35	3Q	-.	-	-	-	65
		Total	80	120	-	-	-	-	200
		GRAND TOTAL	158	145	32	2	2	38	377